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In the Claims:

All of the claims standing for examination are reproduced below with appropriate status indication.

1-21. (Cancelled)

22. (Previously presented) A system for creating and executing an automated Web browser navigation and data collection sequence comprising:

a session recording mechanism operable by a first user for recording user Web navigation and interaction activity required for data collection associated with a manual navigation and interaction sequence comprising plurality of web sites;

a log-in mechanism for storing log-in information for one or more second users for individual ones of the plurality of sites visited in the manual sequence; and

a file creation module for converting operations recorded in the manual sequence into an executable sequence of instructions for conducting an automated sequence;

wherein the system follows the manual sequence, creates the automated sequence, and performs the automated sequence on behalf of the second user at least once after creation, including logging in to individual ones of the sites on behalf of the second user using the login information for the second user, and storing and aggregating data collected in the automated sequence and transmitting the aggregated data to the second user.

23. (Previously presented) The system of claim 22, wherein the file-creation module includes a function for creating an executable icon for launching the automated sequence.

24. (Previously presented) The system of claim 22, wherein the executable sequence of instructions are XML instructions.

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25. (Previously presented) The system of claim 22, wherein the automated sequence includes automation of any one of form-population, data-downloading, media-interaction, data-searching, and hyper-linking.

26. (Previously presented) The system of claim 22, wherein the application is implemented as a browser plug-in containing a user-configuration tool.

27. (Previously presented) The system of claim 22, wherein the automated sequence is created as a result of manual user programming instead of recording a manual sequence.

28. (Previously presented) A method for automating Web browser navigation and data collection, comprising the steps of:

recording user Web navigation and interaction activity for data collection associated with a manual navigation and interaction sequence of a first user comprising plurality of web sites by a session recording mechanism;

storing user-entered log-in information for one or more second users for individual ones of the plurality of sites visited in the manual sequence by a log-in mechanism;

converting operations recorded in the manual sequence into an executable sequence of instructions for conducting an automated sequence by a file creation module;

performing the automated sequence on behalf of the one or more second users at least once after creation, including logging in to individual ones of the sites on behalf of the second user, and storing and aggregating data collected in the automated sequence; and

transmitting the aggregated data to the second user.

29. (Previously presented) The method of claim 28, wherein the file-creation module creates an executable icon for launching the automated sequence.

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30. (Previously presented) The method of claim 28, wherein the executable sequence of instructions are XML instructions.

31. (Previously presented) The method of claim 28, wherein the automated sequence includes automation of any one of form-population, data-downloading, media-interaction, data-searching, and hyper-linking.

32. (Previously presented) The method of claim 28, wherein the application is implemented as a browser plug-in containing a user-configuration tool.

33. (Previously presented) The method of claim 28, wherein the automated sequence is created as a result of manual user programming instead of recording a manual sequence.